

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

AD#113-D1 REQ# M18623 "BUCK THE SYSTEM" - PAGE 4/C BLD 5-5/8X7-3/4 TV GUIDE, 1990  
Printed in U.S.A.

# BUCK THE SYSTEM



**Full rich flavor, not full price.**

Available in Kings & Kings Lights.

Mfr. suggested retail price.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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Kings: 14 mg "tar," 1.1 mg  
nicotine - Kings Lights: 11 mg  
"tar," 0.8 mg nicotine av. per  
cigarette by FTC method.



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